



A Nation Of Male Bridget Joneses Log-on to Amazon.co.uk

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It's official--Bridget Jones-style, angst-ridden neurosis is no longer just a female phenomenon. A growing number of men, just like Bridget, are showing signs of reaching for self-help, calorie-counting and dating books in an attempt to improve their lives, and they're doing it in secret--via the UK's number one online retailer, **Amazon.co.uk**.

Latest trends from **Amazon.co.uk** show that men are turning to books to help them succeed in the dating stakes as shown in a recent upsurge in sales of self-help guides on relationships and dating--all of them written by men for men.

Books that are likely to have found their way from **Amazon.co.uk** to the male boudoir include:

- *How To Succeed With Women* by Ron Louis & David Copeland
- *How To Get The Women You Desire Into Bed* by Ross Jeffries
- *The Code: Time Tested Secrets for Getting What You Want From Women Without Marrying Them!* by Nate Penn & Lawrence Larose
- *A Shy Guy's Guide To Dating* by Barry Dutter
- *Dating: A Practical Guide For Men* by Joseph R Jablonski

No longer the poor relations in the health and beauty stakes, increasing numbers of men are also taking better care of themselves via the gym, the cosmetic counter and the health food shop. It's no wonder Amazon has also seen an increase in purchases of diet and health books.

The biggest seller from **Amazon.co.uk's** health category is Rosemary Conley's *The Red Wine Diet*, where she turns her attention to the pot-bellied man, tempted by the idea of being able to get trim whilst propping up the bar.

For the boys who want to look better, feel better and take a little more care of themselves **Amazon.co.uk** also recommends a daily dose of:

- *No More Mr Fat Guy* by Jonathon Savill & Richard Smedley
- *Grooming Essentials for Men* by David Waters
- *Style Directions for Men* by Carol Spenser

Books such as *The Bloke's "Diagnose It Yourself" Guide to Health*--the big boys guide to what's what in the pain and ailment stakes--are being bought online by men from all over Britain.

It seems that British blokes would rather buy their books discreetly from **Amazon.co.uk** than visit their local high-street bookshop.

To ensure you're in tune with your body and your mind or if your bloke is simply in need of a makeover visit **www.Amazon.co.uk**. **For further details on Amazon.co.uk contact**

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Notes for editors 1 Based on figures released by MMXI Europe B.V.

About Amazon.co.uk

Amazon.co.uk today offers more than 1.5 million books and CDs, hosts online auctions and provides a complete online storefront for individual merchants through its zShops. Amazon.co.uk customers enjoy the benefits of industry-leading, online shopping technology such as secure credit-card payment; personalised recommendations; streamlined, 1-Click. ordering and hassle-free Bid-Click auction bidding.

Amazon.co.uk is the trading name for Amazon.com Int'l Sales, Inc., and Amazon.com International Auctions, Inc., which are both wholly owned subsidiaries of Amazon.com, Inc. (NASDAQ: AMZN), the Internet's No. 1 book, No. 1 music and No. 1 video retailer, which opened its virtual doors on the World Wide Web in July 1995 and has already provided safe and convenient shopping to more than 17 million customers worldwide.

This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com's limited operating history, anticipated losses, unpredictability of future revenues, potential fluctuations in quarterly operating results, season-related issues, consumer trends, competition, risk of distribution centre expansion, risks related to fourth quarter, risks of system interruption, management of potential growth, risks related to auction and zShops services, risks related to fraud and Amazon.com Payments, and risks of new business areas, international expansion, business combinations and strategic alliances. More information about factors that potentially could affect Amazon.com's

financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 1998 and Quarterly Reports on Form 10-Q for the quarters ended March 31, 1999, June 30, 1999, and September 30, 1999.